

Ship us the quantities as marked — F.O.B. Apopka, Florida, Express Collect
Please send check or money order with your order or it will be shipped C.O.D.
For those who wish credit, please send 3 trade references with order and allow
me three weeks to communicate with references.

WAX PAPER POT

Quantity Wanted	Pot Size	Description	Cost Each	Quantity Wanted	Pot Size	Description	Cost Each
2" PAPER POTS				2" CLAY POTS			
_____	2"	NEPHTHYTIS	9c	_____	2"	NEPHTHYTIS	10c
_____	2"	PEPEROMIA	9c	_____	2"	PEPEROMIA	10c
_____	2"	PHILODENDRON	9c	_____	2"	PHILODENDRON	10c
_____	2"	POTHOS	9c	_____	2"	POTHOS	10c
_____	2"	CACTUS	9c	_____	2"	CACTUS	10c
_____	2"	AGAVE _____ or _____	9c	_____	2"	AGAVE _____ or _____	10c
_____	2"	ARDISIA	9c	_____	2"	ARDISIA	10c
_____	2"	SANSEVIERIA HAHNII	12c	_____	2"	SANSEVIERIA HAHNII	14c
_____	2"	POTHOS MARBLE QUEEN	20c	_____	2"	POTHOS MARBLE QUEEN	21c
_____	2"	IVY—HAHN'S	9c	_____	2"	IVY—HAHN'S	10c
_____	2"	CRASSULA	9c	_____	2"	CRASSULA	10c
_____	2"	SERRISA	9c	_____	2"	SERRISA	10c
_____	2"	VARIEGATED NEPHTHYTIS	15c	_____	2"	VARIEGATED NEPHTHYTIS	16c
_____	2"	VARIEGATED PEPEROMIA	20c	_____	2"	VARIEGATED PEPEROMIA	21c
_____	2"	PODOCARPUS	9c	_____	2"	PODOCARPUS	10c
_____	2"	CHINESE EVERGREEN	12c	_____	2"	CHINESE EVERGREEN	14c
2½" PAPER POTS				2½" CLAY POTS			
_____	2½"	DRACAENA	20c	_____	2½"	DRACAENA	22c
_____	2½"	NEPHTHYTIS	18c	_____	2½"	NEPHTHYTIS	20c
_____	2½"	PEPEROMIA	18c	_____	2½"	PEPEROMIA	20c
_____	2½"	PHILODENDRON	18c	_____	2½"	PHILODENDRON	20c
_____	2½"	LACE TABLE FERN	20c	_____	2½"	SANSEVIERIA HAHNII	22c
_____	2½"	SANSEVIERIA HAHNII	20c	_____	2½"	IVY—HAHN'S	20c
_____	2½"	IVY—HAHN'S	18c	_____	2½"	IVY—GRAPE	20c
_____	2½"	IVY—GRAPE	18c	_____	2½"	ARDISIA	20c
_____	2½"	ARDISIA	18c	_____	2½"	CRASSULA	20c
_____	2½"	CRASSULA	18c	_____	2½"	LACE TABLE FERN	22c
3" PAPER POTS				3" CLAY POTS			
_____	3"	NEPHTHYTIS	25c	_____	3"	NEPHTHYTIS	29c
_____	3"	PEPEROMIA	25c	_____	3"	PEPEROMIA	29c
_____	3"	PHILODENDRON	25c	_____	3"	PHILODENDRON	29c
_____	3"	CALADIUM PLANTS	25c	_____	3"	CALADIUM PLANTS	29c
_____	3"	CHINESE EVERGREEN	45c	_____	3"	CHINESE EVERGREEN	49c
_____	3"	AZALEAS for growing on	25c	_____	3"	PHILODENDRON JOHNSII	65c
_____	3"	PHILODENDRON JOHNSII	60c	_____	3"	PLANT COMBINATION	29c
_____	3"	PLANT COMBINATION	25c	_____	3"	POTHOS MARBLE QUEEN	39c
_____	3"	POTHOS MARBLE QUEEN	35c	_____	3"	NEANTHE BELLA PALM	34c
_____	3"	NEANTHE BELLA PALM	30c				
4" PAPER POTS				4" CLAY POTS			
_____	4"	PHILODENDRON JOHNSII	1.25	_____	4"	PHILODENDRON JOHNSII	\$1.30

WAX PAPER WRAPPED

Packed in boxes of 60, 100 and 120

Quantity Wanted	Description	Cost Each	Quantity Wanted	Diameter	Description	Cost Each
_____	BOSTON COMPACTA	12c	PHILODENDRON ASSORTMENTS			
_____	ASPARAGUS PLUMOSUS	9c	"LARGE" PLANT ASSORTMENTS			
_____	CHINESE EVERGREEN	25c	Asst. of 15 plants in 4" paper			
_____	S. ZEYLANICA	9c	\$23. pots — 3 each of the large			
_____	S. LAURENTII (REGULAR)	15c	leaf varieties.			
_____	S. LAURENTII (SPECIAL)	18c	3" POT SIZE ASSORTMENT			
_____	S. LAURENTII (ROSETTE)	15c	Asst. of 25 plants in 3" paper			
FOR GROWING ON			\$16.25 pot — 9 Dubium — 8 Hastatum			
_____	4-5 leaf NEPHTHYTIS	7c	8 Pertusum.			
_____	4 leaf PEPEROMIA	7c	CYPRESS WOOD PLANTERS			
_____	4-5 leaf PHILODENDRON	7c	Assts of #15 Rocking Chairs			
_____	Thous. PHILODENDRON EYES	\$15.00	\$21.60 #16 Wheelbarrows			
_____	Thousand POTHOS EYES	\$20.00	24 planters and plants			
PODOCARPUS						
_____	Case, 24 bunches	36.00				
_____	½ case, 12 bunches	22.50				
_____	Trial package, 6 bunches	13.50				
_____	Sample Package, 3 bunches	7.50				

SETS OF 20 FLOWER PRINTS — \$5.20 EACH SET, POSTPAID

Please Notice: SHIPPING INFORMATION!

The below listed shipping units are the result of years of experience and incorporate the best packaging of plants in order to insure the best arrival condition and also take advantage of the best express weight rates.

You now get 24 to 48 hours **quicker delivery** as we are NOW trucking all shipments to the main line (300-400 miles per week at our expense!)

Plants wrapped in WAXED PAPER	Plants potted in PAPER POTS
Best shipped in units of: Box of 60 _____ (Approx. wt. 14-19 lbs.) Box of 100 _____ (Approx. wt. 25-35 lbs.) Box of 120 _____ (Approx. wt. 30-38 lbs.)	Shipped only in the following units but can be assorted as to varieties. 2" pots — 60 or 120 to a box (wt. 15 or 28 lbs.) 2½" pots — 50 or 75 to a box (wt. 18 or 26 lbs.) 3" pots — 50 to a box (wt. 28 lbs.) 4" pots — 25 to a box (wt. 28 lbs.)
Plants in CLAY POTS	Plants in CLAY POTS
Only full boxes of potted plants travel well and your ordering should be so based. Remember that small orders boost the prorated express cost per plant and cut into your profits.	Shipped only in the following units but can be assorted as to varieties. 2" pots — 50 to a box (Approx. wt. 25 lbs.) 2½" pots — 40 to a box (Approx. wt. 33 lbs.) 3" pots — 25 to a box (Approx. wt. 30 lbs.) 4" pots — 12 to a box (Approx. wt. 19 lbs.)

CARRIER: All shipment by **EXPRESS COLLECT** unless otherwise specified by you.

2nd CLASS EXPRESS: 25% SHIPPING SAVINGS ON **SEPARATE OR ASSORTED** ORDERS OF THE FOLLOWING PLANTS: **IN PAPER POTS**

AZALEAS GARDENIAS ALL FERNS ALL BULBS AND Wax Wrapped CHINESE EVERGREEN SANSEVIERIAS

TERMS OF SALE: The savings of extra bookkeeping expense and credit losses helps me to maintain my present low prices in the face of increased production costs. Please send check or money order with your order or it will be shipped C.O.D. For those who wish credit please send three trade references with order and allow me three weeks to communicate with references.

CLAIMS: Every precaution is taken with regard to transit regulations to prevent losses, therefore, in the event of losses due to transit conditions, it is imperative that the consignee file a claim immediately with the carrier.

10% DISCOUNT: I can offer you bigger plants, grown especially for you, at a 10% discount if you order 5,000 or more and if you let me know 60 days in advance of shipping date. Frankly, I add the 5,000 extra cuttings to my regular production quota and set them aside for you. This eliminates risk and is worth the 10% discount. Production planning is a job and a 5,000 order without advance notice is no saving on my part over an order of 100 or 500. Let me hear from you as to how I can work with you on this.

(Printed in USA)

F — MAY '54

LARGE "CUT-LEAF" PHILODENDRONS



PHILODENDRON DUBIUM 3-5 Leaves 10-18" Tall	PHILODENDRON MONSTERA 3-4 Leaves 15-24" Tall	PHILODENDRON HASTATUM 4-6 Leaves 10-15" Tall	PHILODENDRON PERTUSUM 4-6 Leaves 16-24" Tall
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"Large" Plant Assortment

3 each of these "best selling" varieties

15 plants for \$23.00

in 4" paper pots — 1 box (wt. 19-22 lbs.)

Special 3" Pot Size Assortment

25 plants for \$16.25

PHILODENDRON JOHNSII
(Selloum)
5-7 Leaves, 12-15" Tall

9 Dubium — 8 Hastatum — 8 Pertusum
Each with 3-5 leaves, 8-16" tall in 3" paper pot (1 box — wt. 17-19 lbs.)



PHILODENDRON SELLOUM JOHNSII

from Brazil!

Yes, from out of the rich green BRAZILIAN JUNGLE comes the newest, most fascinating of all the PHILODENDRONS.

This new, fast-selling John's is the "NON-VINING" Philodendron with large "CUT-LEAVES."

Its beautifully balanced, erect growth and dark-green color have captured the public desire for plants of contrasting foliage and structural design in home and office.

3" pot, 4-6 leaves, 8-12" tall \$.60 \$.65
4" pot, 5-7 leaves, 12-20" tall 1.25 1.30
(4" Clay Pot, shipped 12 only to box)

Dewkist® Podocarpus

The new hardy "Green" to meet all requirements of the Florist Trade. You have heard of it . . . probably you have seen it or possibly even used it. Podocarpus has been featured in design schools, flower shows and many national magazines but has not been used extensively because it has not been available in large quantities.



DEWKIST PODOCARPUS ADVANTAGES:

NOW, after years of careful cultivation in our own nursery fields, DEWKIST PODOCARPUS is ready for immediate shipment direct to you.

- 1. LONG-LASTING** — Very hardy; life in water not less than two months.
- 2. TEXTURE** — Foliage is soft to the touch, stems are easily shapeable and its "feathered" appearance has a graceful contour.
- 3. COLOR** — Rich basic green and holds its color. Small new growth on tips is light green.

4. SELF-SPIKING — Podocarpus will hold desired shape and position.

5. QUALITY — The name DEWKIST assures uniform quality. Only first grade foliage is cut and packed for shipment.

USES —

In large and small shops, the professional and amateur will find DEWKIST PODOCARPUS easy to use in an endless variety of distinctive floral arrangements. It complements any flower and is magnificent in straight basket work. Small branches are perfect in bouquets and corsages.



DEWKIST PODOCARPUS may be ordered with our regular line of plants. If ordered separately, individual orders can go Second Class Express. "Case" lots should be ordered separately for advantage of Second Class Express.

PLACE A STANDING ORDER — WEEKLY . . . SEMI-WEEKLY . . . MONTHLY. One bunch of DEWKIST PODOCARPUS is approximately 1½ lbs., containing 10 to 12 branches, 12 inches to 30 inches long.

PRICES

	F.O.B. Apopka EXPRESS	Prepaid PARCEL POST
1. BY THE CASE, 24 Bunches	\$36.00	Not Shipped Parcel Post
2. BY THE HALF CASE, 12 Bunches	\$22.50	Not Shipped Parcel Post
3. TRIAL PACKAGE, 6 Bunches	\$13.50	\$14.50
4. SAMPLE PACKAGE, 3 Bunches	\$ 7.50	\$ 8.25

(Write for larger quantity prices)

® REG. U. S. PAT. OFF.

HEIRLOOM
PLANTERS















MINIMUM ORDER
24 ASSORTED
PLANTERS






\$21.60
FOB APOPKA, FLA.



HANDMADE
of real
FLORIDA
CYPRESS

These beautifully grained planters are complete with planter and Philodendron, as pictured.

	NAME	DESCRIPTION	PAPER POT	CLAY POT
	PHILODENDRON (Cordatum) Number 1 in sales	2" pot (1 plant) 2½" pot (2 plants) 3" pot (3 plants)	9c 18c 25c	10c 20c 29c
	NEPHTHYTIS (Liberica) Large dark green leaves	2" pot (1 plant) 2½" pot (2 plants) 3" pot (3 plants)	9c 18c 25c	10c 20c 29c
	VARIEGATED NEPHTHYTIS Very colorful, smaller, crinkled leaves	2" pot (1 plant)	15c	16c
	PEPEROMIA (Obtusifolia) Many waxey, dark green leaves	2" pot (1 plant) 2½" pot (2 plants) 3" pot (3 plants)	9c 18c 25c	10c 20c 29c
	VARIEGATED PEPEROMIA Beautiful contrast of white and green	2" pot (1 plant)	20c	21c
	POTHOS AUREUS (Scindapsus) Golden Variegation	2" pot (1 plant)	9c	10c
	POTHOS MARBLE QUEEN Snowy white variegation	2" pot (1 plant) 3" pot (1-3 plants)	20c 35c	21c 39c
	CACTUS (Cereus Peruvianus) From 2-5" tall in special soil	2" pot (1 plant)	9c	10c
	AGAVE Sisalana (Smooth edge) Decepens (Rough edge)	Order either or Both 2" pot (1 plant)	9c	10c
	ARDISIA (Crenulata) Woody, compact. Used in Juvenile stage. 5-8 wavy margined leaves	2" pot (1 plant) 2½" pot (1 plant)	9c 18c	10c 20c
	HAHN IVY Assorted	2" pot (1 plant) 2½" pot (2 plants)	9c 18c	10c 20c
	GRAPE IVY Large plant	2½" pot (1 plant)	18c	20c
	CRASSULA (Aborescens) Small, bushy and well shaped	2" pot (1 plant) 2½" pot (1 plant)	9c 18c	10c 20c
	SERRISA (Foetida-Variegated) Very dainty, woody plant with perfect white margined leaves	2" pot (1 plant)	9c	10c
	NEANTHE BELLA PALM (Chamaedorea) "Perfect for Dish Gardens or Growing on" — Likes shade	3" pot (1 plant)	30c	34c

	NAME	DESCRIPTION	PAPER POT	CLAY POT
	PODOCARPUS (Maki)	2" pot (1 plant)	9c	10c
	Dark green with light green top growth			
	DRACAENA (Godseffiana)	2½" pot (1 plant)	20c	22c
	Slender woody plant—Large dark green leaves with white spots			
	PLANT COMBINATION	3" pot (3 plants)	25c	29c
	3 pot grown assorted plants frequently varied for best arrangement			
	CHINESE EVERGREEN (A. Simplex)	POTTED		
	3-4 leaves	2" pot (1 plant)	12c	14c
	5-8 leaves, 8-16" tall, 3" pot	(1 plant)	45c	49c
	For Every Use Planter or Pot Soil or Water	<i>Wax-Wrapped--Roots in Sphagnum Moss</i> 4-6 leaves, 5-8" tall, Barerooted	<i>Wax Wrap</i> 25c	

NO LOSS FROM SALES OR ABUSE

---FINE SANSEVIERIAS

 SANSEVIERIA HAHNII The New Patented Rosette Pot Grown—Excellent Color	2" pot (1 plant) 12c 2½" pot (1 plant) 20c	14c 22c
<i>Wax-Wrapped--Roots in Sphagnum Moss</i> S. LAURENTII —(Gold Banded) The Special, 3-5 leaves, 12-20" tall The Regular, 2-3 leaves, 15-18" tall The Rosette, 3-5 leaves, 4-8" tall	WAX WRAP 18c 15c 15c	
<i>Wax-Wrapped--Roots in Sphagnum Moss</i> S. ZEYLANICA —3-4 leaves, 6-10" tall	9c	

BOSTON FERN	FERNS	LACE TABLE FERN
 BOSTON FERN (Compacta) For a 4" pot Wax wrapped (Directions on wrapper)	 12c	 LACE TABLE FERN ASSORTED PTERIS FERNS A Delicate Beauty with Golden Edged Leaves POT GROWN 2½" paper pot 20c 2½" Clay Pot 22c
 Asparagus Plumosus (Wax Wrapped) (Directions on wrapper)	9c	

Stock Available For GROWING ON —

NEPHTHYTIS	Bare Rooted	4-5 leaves	7c each
PEPEROMIA	Bare Rooted	4-5 leaves	7c each
PHILODENDRON	Bare Rooted	4-5 leaves	7c each
CHINESE EVERGREEN	Bare Rooted	4-6 leaves	25c each

PROPAGATING VINES (For Eyes)

PHILODENDRON—\$15 per 1000 eyes.	POTHOS—\$20 per 1000 eyes.
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SELL COLOR

that lasts all summer!



Assorted CALADIUM PLANTS

as brilliant as a stained glass window
for inside or outside planter bed or border.

Bushy plants in 3" paper pots 25c
in 3" clay pots 29c

Also

SELL THE BULBS TOO!

by mixed or named varieties

Your customers have learned that these
amazing beauties are easy to grow.

Color counter cards, planting and care sheet sent with each order.

MIXED VARIETIES: 30% Whites Separated from the 70% Reds

NAMED VARIETIES	PRICE EACH
CANDIDUM —Snow-white with dark green ribs.	
MRS. EDITH MEAD —Snow white with green border and red ribs.	
TRIOMPHE DE L'EXPOSITION — Velvety red center shading to narrow green border.	
D. M. COOK —Rumpled leaf, deep plum center.	
DR. T. L. MEAD —Deep saturated red with black velvety sheen.	
MRS. W. B. HALDEMAN —Transparent rose with pea green veins.	
LORD DERBY —Rose with dark green veins and ribs.	
MRS. F. SANDERS —Large splotted leaf.	
CRIMSON WAVE —Large red with green.	
RED FLARE —Bushy plant, red leaves.	
	(10 PER CENT DISCOUNT ON ORDERS OF 1000 BULBS OR MORE.)

Flower Paintings by

REDON, MANET, RENOIR, DEGAS,
MONET, CEZANNE, GAUGUIN, VAN
GOGH, UTRILLO.

Sold in sets of 20 prints
(2 each of 10 pictures)
\$5.20 postage paid.

Each color plate on a 9½ x 13" mat.
Enclosed in a Cellophane Envelope.
Sell at 49c to 79c each.
Profit - 50% to 100%.

The original paintings are valued in excess of three million dollars.

The pictures have been taken from a book which costs \$10 alone.

It has been found that people who buy plants and flowers would like to purchase these prints for their home use (they buy their own frames).

We have worked for a long time with publishers to make these pictures available so that you can retail them at 49c each (they may sell for 69-79c each depending on your judgment) and they cost you but 26c each (50-100%).

AZALEAS for Growing On

Hino, Hexe, Snow,
Salmon Beauty, Coral Bell,
Christmas Cheer, Pink Pearl,
Sweetheart Supreme, Mme. Pericat

3" paper pot 25c
4" - 6" spread

HUSKY BUSHY PLANTS